

WOMEN OF ISENBERG NEWSLETTER

The Women of Isenberg (Wol) Planning Committee would like to thank everyone who attended the 2022 Virtual Women of Isenberg Conference and took time out of their Saturday to join us on Zoom. We hope you enjoyed the content and gained some important insights from all the wonderful panelists and workshop hosts!

This newsletter features:

- 2023 Wol Planning Committee Applications
- 2022 Wol Conference Recap
- 2022 Wol Conference Panel/Workshop Recordings
- 2022 Team Year in Review
- A Thank You to our Seniors

Since 2014 and in 2022, our conference mission has and will continue to be to connect current UMass Amherst students with alumni, faculty, and corporate sponsors in a full-day professional development event. The Wol Conference creates a welcoming community for attendees from diverse backgrounds and industries to share experiences, foster confidence, and discuss the challenges we face as students in the classroom and women in the workplace.

WOMEN OF ISENBERG
MISSION

2023 WOI PLANNING COMMITTEE APPLICATIONS

ARE OPEN!

Interested in being on the Women of Isenberg Planning Committee for the 2023 Wol Conference? Join the team and help plan the 10th Annual Women of Isenberg Conference that will be held on February 25, 2023.

The Women of Isenberg Planning Committee includes positions in Marketing and Communications, Operations and Event Management, Community Outreach, and Sponsorship, Finance. This is an incredible opportunity to expand your network with alumnae, staff and students; get hands-on experience with event planning, operations management, branding, and marketing communications; enhance your business, analytical and communication skills; and become involved in a renowned organization on campus.

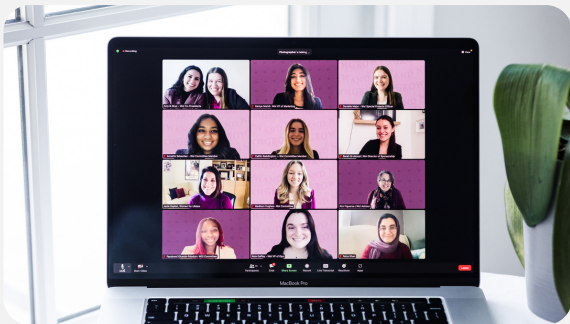
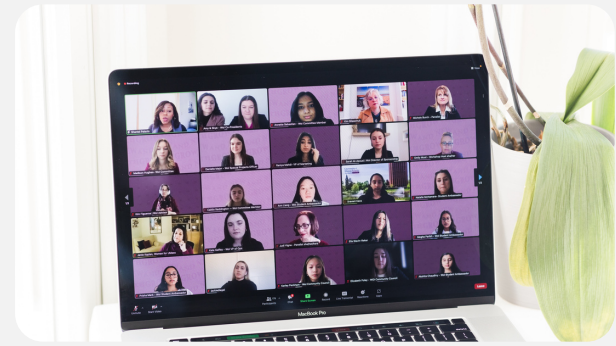
Please keep in mind that the time commitment of the team is extensive and is roughly 10 hours a week during the summer and fall and increases to 20-25 hours a week during winter break, up until the 2023 Conference.

Applications will be open until March 27th. Apply [here!](#) Email the womenofisenberg@isenberg.umass.edu with any questions regarding the team or application process.



2022 WOMEN OF ISENBURG VIRTUAL CONFERENCE RECAP

The 2022 Virtual Women of Isenberg Conference successfully connected students with alumni, faculty, and corporate sponsors. During this full-day professional development event, every attendee took away important insights and advice from a selection of panels and workshops that touched on topics such as enhancing confidence in a corporate setting, discussing common challenges as women in the workplace, financial planning after college, and many more!



During the months leading up to the conference, our team has learned to combat every obstacle and uncertainty with strong teamwork, communication, and hardwork. After months of planning an in-person conference, the Wol Planning Committee had to make the hard decision to move our conference online, cancel all faculty related plans and services, and work with our panelists and workshop hosts to make all content virtual. Even though our team had just over a month to replan our entire conference to be on Zoom, we exceeded our registration goals, and executed a seamless full-day Conference on February 26th!


For this year's conference, our registration goal was to reach 500 registrants. Days before the conference, we reached 608 registrations, exceeding our goal by over 100! Not only was our goal reached, but we broke a record number of registrants above all Wol Conferences in the past. Throughout the conference, there were 420 unique logins, including 40 alumni speakers and 10 corporate sponsors, across all 4 sessions. Additionally, at any given moment during the Conference, there were more than 150 attendees logged in on Zoom. These numbers show how hard our Planning Committee, Student Ambassadors, and Community Council members have worked to create this one-day conference. The Wol community has grown tremendously this year, and we are so excited to see where it will be in years to come.



Women of Isenberg Conference celebrates New Beginnings

Check out [this article](#) in the Daily Collegian, highlighting the 2022 Virtual Wol Conference and this years' accomplishments!


2022 WOI CONFERENCE PANEL & WORKSHOP RECORDINGS


In case you missed a session, panel, couldn't make it on the day-of, or just want to rewatch a panel you really enjoyed, the Woi team has provided recordings of all the panels and workshops from the entire conference. Grab some popcorn and watch any of the below recordings on your own time! Simply click on the panel/workshop title with a  next to it and the link will bring you to the recording. Keep an eye out for day-of photos snapped by Stephanie Berenson coming soon to our [website](#)!

KEYNOTE SPEECH

with Shantel Palacio


Panel Breakout Session A

New Technological Landscape 
with Erin Baumgartner,
Lauren Bahn,
Zaileen Janmohamed, and
Sue Keegan


Taking on Transitions 
with Rebecca Alter,
Claudia Mott,
Nina Carrara, and
Kelly McGovern

Workshop Breakout Session

Be Clear In Your Career 
with Kim Bilawchuk
Healthy Minds, Healthy Lives 
with Anim Aweh
Becoming the Best You 
with Amy Pocsik

Design Thinking 
with Emily Must
Financing Your Life After College 
with Smart About Money (SAM)
Elana Sadok
Nicole Eidelman

Panel Breakout Session B

It's Okay to be Undecided 
with Christina Roth,
Judi Vigna,
Letisha Amuwo, and
Christina Gandolfo

Investing in Yourself 
with Jessica Sanon,
Michele Burch,
Nicole Tessein, and
Kristin Filippelli

2022 WOI TEAM YEAR IN REVIEW

The 2022 Women of Isenberg Conference was no ordinary conference this year. Although the planning team made all of their arrangements for an in-person conference, they made the hard decision to move the entire conference into a full-day virtual event in a month's time. Below is a list of other interesting and fun facts about the 2022 Woi Conference:

- **Hit the highest number of registrants above all of the conferences so far, rounding in on over 600 Zoom registrants.**
- **This year's team is the biggest Woi team ever with 12 members!**
- **We had our first male Student Ambassador, Kamraan Moore!**
- **Mother and daughter on the same panel. The Corporate Confidence panel was moderated by Ellie Zieper, with her own mom, Debra Wein, as a panelist.**
- **Sibling panelists! Rebecca Alter and Michelle Alter were both panelists during the conference this year. Michelle was on the Gender Representation in the Workplace: Bringing More Seats to the Table panel and Rebecca was on the Taking on Transitions panel.**
- **One of our workshops, Financing Your Life After College, was co-hosted by another UMass student organization, Smart About Money.**
- **Woi hit 1,000 followers on Instagram.**
- **Woi also reached 900 followers on LinkedIn.**

A THANK YOU TO OUR

WOMEN OF ISENBERG SENIORS

Women of Isenberg has five amazing committee members who will all be graduating this spring: Skye, Amy, Sarah, Danielle, and Kate. We appreciate all of the time, effort, and fun they have given to Women of Isenberg and the conference planning process. Woi is so excited to see how they will apply the experiences they gained while being on the Planning Committee in their future careers!

On the next few pages, the five seniors share their favorite part about being on the team, the biggest takeaway they experienced, and some advice for future committee members:

SKYE

My favorite part about being on the Wol team is all of the connections you make along the way. After three years on the planning committee, I was so lucky to work with so many talented UMass students, build a network with Wol alum, develop relationships with Isenberg/UMass faculty and staff, and meet countless alumni and sponsors. I am so grateful to have these lasting connections as I leave academia and enter the working world!

The biggest takeaway I gained from being on the team was how to be adaptable and grow as a leader. While I like to believe I was always doing my best, there were definitely times I needed to grow, change, and adapt my style of work to be able to work with a large team. I also learned that no matter how much you plan (even when it's 8 months in the making), not everything is always going to go accordingly. You need to be able to think on your feet, use your resources and network, and keep a smile on your face while doing so! Wol pushed me out of my comfort zone and pushed me to become a better professional, leader, and person.

Take advantage of your time on the team! Get to know all of the members, advisors, speakers, sponsors, and more. Jump around to different positions, ask to help with projects that might not be related to your major, and always be brainstorming new ideas. The level of this conference is at such a high caliber most people forget it's planned by students. So if you really take the time to participate, you'll see your work displayed to over 400 people. It's an incredible feeling. You will gain so much experience you couldn't get in a classroom if you really take advantage of all that Wol has to offer.

AMY

My favorite part of being on the Wol team has been the people I've been fortunate enough to meet, get to know & learn from. Being on three different conference teams has allowed me to work with incredible collegiate women, and grow from the wisdom of a variety of alumni and faculty.

My proudest takeaway from this 3 year experience has to be gaining the confidence to believe in my own ideas, as well as fighting for other peoples ideas when they don't have the confidence yet themselves.

My best advice to give to future Wol members would have to be don't be afraid to be creative and try new things! The conference is ever evolving and keeping it fresh is always a good idea! I can't wait to see what future teams create.

SARAH

Although I have too many favorites to pick from, if I was to choose my absolute favorite part about being on the Wol team, it would be the immense feeling of satisfaction and gratitude I experienced throughout the entire planning process. That feeling goes beyond my personal work — it was the sight of vulnerability through individuals expressing their ideas and to then be able to watch those ideas have a ripple effect on others and grow into reality. It was a truly eye-awakening experience of how powerful a team can be.

The biggest takeaway I gained from being on the team was the operational skill set of understanding the in and outs of executing an event. Whether the event be big or small, I now am able to understand the most specific details and possible obstacles of the organizational process. (Thank you, Wol!)

My biggest advice for future Wol members is to NEVER be afraid to speak up. Your voice is so important and, even if you don't believe so at the moment, your ideas are amazing and necessary for the success of the team! Be loud and proud because your mind is unique, share that with others!

DANIELLE

I am very thankful for all of the experiences being on the 2020, 2021, and 2022 Women of Isenberg Conference Planning Committees. My favorite part of the team is designing the panel and workshop topics to align with the themes for each conference.

From being on the team, I gained experience leading conference calls with inspiring alumni, co-founded and coordinated a group of undergraduate, and graduate students to assist in our planning process, and improved my public speaking skills.

My advice for future committee members is to fill in the gaps of projects that need to be done, ask for feedback regularly, and keep a running document of new ideas.

KATE

My favorite part of being on the Wol Planning Committee is working with women who all share a passion and commitment for Wol. We all start off the year not knowing each other very well, but by the day-of the conference, you have created long-lasting relationships and a beautiful final product of a conference where students, alumni, and professionals can learn from and inspire each other to be their best selves.

My biggest takeaway and professional experience form being on the team is to be confident in your unique leadership style! This is a great opportunity to learn about yourself and the leader you want to be when you enter the workforce. Stay true to your values and don't fall prey to imitating others.

My advice to future members is to simply take every moment in, meet as many people as you can, and have fun while you're doing it. I will miss Wol so much!



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We hope you enjoyed the March issue of the Women of Isenberg newsletter! Our other newsletters can be found on our [website](#). Message us on social media to be added to our email list!



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